



Los Angeles County

Commission on Human Relations

1184 Hall of Records, 320 West Temple Street
Los Angeles, California, 90012
(213) 974-7611

REQUEST FOR STATEMENT OF QUALIFICATIONS

FUNDRAISER/EVENT PLANNER

NEEDED FOR OCTOBER 2005 EVENT

1. **OBJECTIVE:**

To procure fundraising and event planner consultant services to plan, develop and implement strategies that result in the successful production of the Commission's October, 2005 John Anson Ford Annual Awards. The capacity to conceptualize, successfully engage in/deliver a full-range of fundraising and event planning services, including the formulation of creative, cutting edge event programming activities, is being sought through this Request for Statement of Qualifications (RFSQ), all of which are critical elements to the success of the Commission's awards event.

2. **BACKGROUND:**

The Los Angeles Human Relations Commission is one of the oldest and largest agencies of its kind in the United States. The Commission works to foster harmonious and equitable inter-group relations, empower communities and institutions, engage in non-violent conflict resolution and promote an informed and inclusive multicultural society.

3. **SCOPE OF WORK:**

The Los Angeles County Commission on Human Relations, requires a temporary consultant to assist in the funding, planning, development and implementation of the John Anson Ford (JAF) Annual Awards Event, which is scheduled for October 2005, 11:00 a.m. – 2:00 p.m., at the Dorothy Chandler Pavilion, Los Angeles, CA. The John Anson Ford Awards honor Los Angeles County individuals and institutions that have done exemplary work in the area of human relations.

Commission may, at its full discretion, award this contract for up to three years, with the option to renew for an additional two years.

4. **SPECIFIC TASKS:**

The following are representative examples of duties and responsibilities that the consultant will be expected to perform:

Pre-Event

- Fundraising: Research new sponsor targets, including sponsors for program ads. Solicit co-sponsors. Draft appropriate credit for sponsors.
- Demonstrate proven ability to solicit support, both financial and in-kind, from entertainment industry and corporate sector.
- Coordinate all communication pertaining to the John Anson Ford (JAF) Annual Awards Event to the Commissioners serving on the John Anson Ford Event Chair and appropriate Commission staff.
- Attend the Commission's JAF Committee meetings. In past years, the event planner was required to attend a minimum of one monthly meeting for the last six months prior to the event and approximately three additional meetings the month prior to the event.
- Attend L.A. County Human Relations Commission meetings of the Commissioners, if requested. In past years, the event planner attended approximately four such Commission meetings prior to the annual event.
- With Commission staff, coordinate all event logistics. Attend Commission internal meetings as requested.
- Prepare and maintain JAF Annual Awards Event budget.
- Coordinate the graphics design, printing and mailing of Event materials (i.e., save-the-date flyer, invitations, sponsor letters, program).
- Publicity: With Commission staff, coordinate needed publicity materials. Conduct follow-up efforts with the media, as required.
- Program: Coordinate graphics and printing of event ad booklet (from design to obtaining bids from printers)
- Implement and maintain new sponsor tracking database.
- Solicit JAF sponsors thru letters, meetings, etc.
- Define and organize all site-specific details including decorations, technical requirements, etc.
- Order awards trophies.
- Prepare JAF program timeline, including dates for sale of ads, drafting of all copy, including letter from President of Board and Executive Director, informational copy regarding past honorees, Commissioners, Event agenda, awardees biographical information. Draft bids for solicitation of winning printer.

- Draft language for L.A. County recognition scrolls.
- Draft memos or other appropriate materials informing the Commission of progress towards development and implementation of the JAF Annual Awards Event.
- Identify and resolve Video and Audio Visual (A/V) needs.
- Work with Fox-TV to produce videos on honorees for airing the week of the JAF event and during the JAF event.
- Obtain Event Master of Ceremonies, submitting several nominees for JAF event committee's approval.
- Prepare Event Master of Ceremonies' script.
- Organize Commission staff for Event participation (for example, attendees registration; tracking and reporting numbers to the Music Center; coordinating the compilation of contact lists; and, work with the Music Center on logistics).

Day of Event

- Finalize day of logistics checklist.
- Script time allowed for day's event.
- Script comments to be used by all event participants.
- Obtain centerpieces, and any posters (if needed).
- Coordinate musicians.
- Set up registration area.
- Coordinate production of name tags, as needed.
- Brief greeters (Commissioners).
- Identify and resolve video and audio visual (A/V) needs.
- Print up and set up table signs, written outlines and A / V prompts for speakers.

Post Event

- Prepare sponsor thank you letters.
- Submit final JAF Annual Awards Event financial statement.
- Collect any pledged registration or sponsor fees.

5. PERSONNEL:

A. KEY COMMISSION PERSONNEL "COMMISSION PROJECT COORDINATOR":

The Commission will inform the SUCCESSFUL PROPOSER of the name, address, and telephone number of the Project Coordinator who will have full authority to coordinate Commission responsibilities and interface with the

SUCCESSFUL PROPOSER in daily performance of any agreement resulting from this RFSQ process.

B. KEY CONTRACTOR PERSONNEL:

- (1) The SUCCESSFUL PROPOSER will serve as Contract Coordinator to lead and coordinate the consulting services under the resulting contract. The SUCCESSFUL PROPOSER will be available during regular business hours, Monday through Friday, except County-designated holidays.
- (2) The SUCCESSFUL PROPOSER must have demonstrated prior experience in the development and implementation of successful fundraising strategies and in the planning and implementation of major public events.
- (3) The SUCCESSFUL PROPOSER will be required to attend scheduled meetings with Commission personnel, provide overall management and coordination of any agreement resulting from this RFSQ process, and will act as the central point of contact for Commission personnel.

6. APPROVAL OF WORK:

All materials developed and services provided by SUCCESSFUL PROPOSER under any agreement resulting from this RFSQ process, must have the written approval of the Commission Project Coordinator prior to the commencement of work on the project. In no event will the Commission be liable or responsible for payment of services absent the Commission Project Coordinator's prior written approval.

7. QUALITY ASSURANCE:

The COUNTY will monitor SUCCESSFUL PROPOSER's performance under any agreement resulting from this RFSQ process, using quality assurance procedures to ascertain their compliance with the Agreement.

8. MINIMUM BID REQUIREMENTS:

To effectively respond to this solicitation, PROPOSER must submit the following minimum information with their proposals:

A. PROPOSER must provide three (3) references where the same or similar scope of services was provided within the past two (2) years. It is the PROPOSER's sole responsibility to ensure that the firm's name, and point of contact's name, title and phone number for each reference is accurate. County may disqualify a PROPOSER if:

- references fail to substantiate PROPOSER's description of the services

provided; or

- references fail to support that PROPOSER has a continuing pattern of providing capable, productive and skilled personnel, or
- the Department is unable to reach the point of contact with reasonable effort.
- It is the PROPOSER's responsibility to inform the point of contact of normal working hours.

B. Resume/References

- (1) A current Resume of Qualifications for each of the individuals proposed to work on this project.
- (2) A minimum of three (3) current references (work experience, and including contact names and phone numbers and nature of relationship) evidencing prior work experience closely approximating to the requirements stated hereunder. (See Section 4, above).
- (3) Prior to subcontracting, a current Resume of Qualifications for each subcontractor envisioned to work on this project with three (3) current references (work experience and including contact names and phone numbers and nature of relationship) for these subcontractors.

C. Qualifications

Interested fundraisers/event planners should possess the following qualifications:

1. Minimum of 7-10 years of experience in event planning and promotions. Experience should include mastery of all aspects of planning events, from conception to budget preparation and monitoring to evaluation.
2. Minimum of 7-10 years experience in producing events with fundraising as a desired outcome. Experience should include demonstrating the ability to generate funds for the event, whether by soliciting sponsors or advertisers.
3. Ability to sustain relationships with long-term clients, as demonstrated by client list.
4. Knowledge of special needs of nonprofit clients, as demonstrated by past successful events benefiting nonprofit clients.
5. Knowledge of relevant statutes, regulations and L.A. County vendor practices relating to fundraising events.

6. Ability to work with diverse County Commissioners, staff and volunteers.
7. Current status as a registered county vendor.

D. **Work Sample**

The PROPOSER must submit fundraising and event planning-related information, printed materials and/or media produced by the PROPOSER which presents a comprehensive overview of the PROPOSER'S knowledge, skills and abilities to perform the requirements specified in this RFSQ (See Section 4 above).

E. **Budget**

The PROPOSER must submit an event budget, including all proposed expenses, and projected revenues. Maximum contract amount for PROPOSER's services is \$15,000.00. County reserves the right to increase or decrease the contract amount annually by 10%, depending on PROPOSER's performance.

9. **WORKING SCHEDULE/SEQUENCE AND TIMING:**

The SUCCESSFUL PROPOSER and the Commission's management staff will develop a project schedule based on the tasks described in Section 4, above. The SUCCESSFUL PROPOSER will meet the agreed upon project delivery dates.

Meetings to discuss project progress and status will be held under the direction of the Commission's Project Coordinator, as the SUCCESSFUL Proposal's activities dictate.

The Commission's Project Coordinator, as required for project control, will require bi-weekly written project status reports, or at time intervals determined by the Commission's Project Coordinator from the SUCCESSFUL PROPOSER.

10. **EVALUATION CRITERIA:**

All responses received as a result of this RFSQ will be evaluated based on the following general guidelines:

A. **Qualifications, Experience, and Work Sample - 75%**

Experience will be evaluated on the basis of the overall experience of the individual(s) proposed to work on this project. The Commission reserves the right to interview the proposed individual(s) to assess and validate the candidate's technical background.

B. **Personal Interview - 5%**

C. **References** - 10%

D. **Budget** - 10%

11. **PERIOD OF PERFORMANCE:**

The period of performance will commence upon execution of any agreement resulting from this RFSQ process by the COUNTY's Board of Supervisors and the SUCCESSFUL PROPOSER, and all tasks described in Section 4 above will be completed by November 30, 2005 (Calculated project hours shall exclude weekends and County holidays).

12. **PAYMENT SCHEDULE AND INVOICING:**

A. **Payment Schedule**

Any agreement resulting from this RFSQ process will be a fee-for-service contract with payments to be made monthly in arrears.

B. **Invoicing**

The SUCCESSFUL PROPOSER will submit a monthly invoice, which must be approved in writing by the Commission's management staff. Each invoice will detail the project on which work was conducted, the number of hours spent on each project, a description of the tasks performed and clearly indicate the name of the person(s) performing work on the project.

Payment will be due to the SUCCESSFUL PROPOSER within thirty (30) days of receipt by the Commission of a complete and accurate invoice from the SUCCESSFUL PROPOSER and verification/written approval by the Commission Project Director.

13. **OPTION TO REJECT PROPOSALS/CONCEPT PAPERS:**

The Commission may, at its sole discretion, reject any or all proposals submitted in response to this RFSQ. When proposals are signed by an agent other than an officer of a corporation or a member of a general partnership, a power of attorney authorizing the signature must be submitted with the proposal; otherwise, the proposal may be rejected as irregular.

14. **RIGHTS OF COUNTY:**

COUNTY policy requires the inclusion of the following in the RFSQ:

- The Commission has the right to reject any and all responses to this RFSQ.

- The Commission has the right to cancel the RFSQ process at any time prior to contract award.
- The Commission is not financially responsible for any costs incurred by any PROPOSER in preparing a proposal.
- The Commission is not financially responsible for any costs of any kind incurred by the Selected PROPOSER until after a written contract is executed.

15. SELECTION PROCESS AND EVALUATION CRITERIA

The County reserves the sole right to judge the contents of the responses submitted pursuant submitted pursuant to this RFSQ and to review, evaluate and select the successful candidate. The selection process will begin with receipt of the proposal on February 1, 2005. Evaluation of the responses to this RFSQ will be made by an Evaluation Committee selected by the Department. The Committee will evaluate the responses and will use the evaluation approach described herein to select a prospective Contractor.

After a prospective Contractor has been selected, the County and the prospective Contractor(s) will negotiate a Contract for submission to the Board of Supervisors for its consideration and possible approval. If a satisfactory Contract cannot be negotiated, the County may, at its sole discretion, begin contract negotiations with the next qualified PROPOSER who submitted a proposal, as determined by the County.

The recommendation to award a Contract will not bind the Board of Supervisors to award a Contract to the prospective Contractor.

The County retains the right to select a Contractor other than the PROPOSER receiving the highest number of points if County determines, in its sole discretion, another PROPOSER is the most overall qualified, cost-effective, responsive, responsible and in the best interests of the County.

16. FORMAL BOARD APPROVAL OF CONTRACT:

Acceptance or recommendation of a proposal does not constitute formation of a contract. A contract can be created only by formal approval by the Board of Supervisors or the appropriate authority exercising power delegated by the Board of Supervisors, and execution according to law.

Notwithstanding a recommendation of a department, agency, individual, or other, the Board of Supervisors, or its designee, retains the right to exercise its judgment concerning the selection of a proposal and the terms of any resultant agreement, and to determine which proposal best serves the interest of the County.

17. GRATUITIES:

It is improper for any COUNTY officer, employee or agent to solicit consideration, in any form, from a PROPOSER with the implication, suggestion or statement that the PROPOSER's provision of the consideration may secure more favorable treatment for the PROPOSER in the award of the contract or that the PROPOSER's failure to provide such consideration may negatively affect the COUNTY's consideration of the PROPOSER's submission. A PROPOSER shall not offer or give either directly or through an intermediary, consideration, in any form, to a COUNTY officer, employee or agent for the purpose of securing favorable treatment with respect to the award of the contract.

A PROPOSER shall immediately report any attempt by a COUNTY officer, employee or agent to solicit such improper consideration. The report shall be made either to the COUNTY's manager charged with the supervision of the employee or to the **County Auditor-Controller's Employee Fraud Hotline at (213) 974-0914 or (800) 544-6861**. Failure to report such a solicitation may result in the PROPOSER's submission being eliminated from consideration.

Among other items, such improper consideration may take the form of cash, discounts, service, the provision of travel or entertainment, or tangible gifts.

18. CHILD SUPPORT COMPLIANCE PROGRAM

The County of Los Angeles established a Child Support Compliance Program pursuant to Chapter 2.200 of the Los Angeles County Code. The Program is intended to assist the District Attorney (DA) in locating County employees, contractors, and business licensees who owe child, family, and spousal support obligations. This Program is designed to enhance the welfare of dependents by ensuring that those who owe a duty of support are held accountable for their responsibilities in order to mitigate the COUNTY's resultant financial burden.

Under this Program we ask that contractors and vendors that we are currently, or that we anticipate, doing business with to provide: 1) certain principal owner information to the DA, as reflected on the attached Principal Owner Information Form (See Attachment A) and 2) certifications of adherence to applicable State and Federal employment reporting requirements for their employees, and cooperation with lawful DA Wage and Earnings Assignment Orders and Notices of Wage and Earnings Assignment, as indicated on the attached Child Support Compliance Program Certification (See Attachment B).

19. REQUIRED FORMS

See Attachments A, B and C,

20. SUBMISSION OF REQUIRED DOCUMENTS:

In a sealed package, plainly marked in the upper left-hand corner with the name and return address of the PROPOSER, and marked in the lower left-hand corner, **L.A. County Human Relations Commission Fundraiser/Event Planner Services**, each PROPOSER shall submit one (1) single-sided original and one (1)

complete, stapled, single-sided copy (include the cover letter in each copy) of their resume (a total of 2 copies) and, if desired, two (2) sets of sample fundraising/event planning materials to:

Los Angeles County Human Relations Commission
1184 Hall of Records
320 W. Temple Street
Los Angeles, CA 90012
Attn: Terri Villa-McDowell

FAXED RESPONSES WILL NOT BE ACCEPTED

THE DEADLINE FOR SUBMITTING RESUMES AND REQUIRED DOCUMENTS IS:
5:00 P.M., FRIDAY, February 11, 2005

No resumes will be accepted after this deadline, and no extensions will be granted for any reason. Sample materials will be returned, provided PROPOSER submits a self-addressed, postage paid return envelope with their submissions. Any requests regarding reasons for non-selection must be made in writing within 14 days of notification of non-selection.

THE COUNTY RESERVES THE RIGHT TO REJECT ANY PROPOSALS THAT FAIL TO COMPLY WITH ANY INSTRUCTIONS CONTAINED IN THIS RFSQ. CONSEQUENTLY, ALL PROPOSERS ARE ASKED TO COMPLETE AND SUBMIT THE ATTACHED FORMS WITH ANY PROPOSALS SUBMITTED UNDER THIS RSQ.

21. Disqualification Review

A proposal may be disqualified from consideration because the County determined it was a non-responsive proposal at any time during the evaluation process. If the County determines that a proposal is disqualified due to non-responsiveness, the County shall notify the PROPOSER in writing. Upon receipt of the written determination of non-responsiveness, the PROPOSER may submit a written request for a Disqualification Review by the date specified. Requests for a Disqualification Review not timely submitted will be denied.

A Disqualification Review shall only be granted under the following circumstances:

1. The firm/person requesting a Disqualification Review is a PROPOSER;
2. The request for a Disqualification Review is submitted timely; and,
3. The request for a Disqualification Review asserts that the department's determination of disqualification due to proposal non-responsiveness was erroneous (e.g. factual errors, etc.) and provides factual support on each ground asserted as well as copies of all documents and other material that support the assertions. The Disqualification Review shall be completed and the department's determination shall be provided to the PROPOSER, in writing, prior to the conclusion of the evaluation process.

22. Appeal Rights

Vendors who are not selected under this Request for Statement of Qualifications (RFSQ) may submit a written appeal with the appropriate documentation to support the appeal, that must be received by the Commission on Human Relations no later than fifteen (15) calendar days after the date that a written notification of Vendor non-selection is mailed. The time/date stamp affixed by the Commission to an appeal when it is received will determine timely notice of the appeal. Vendors must clearly indicate on the envelope that the package contains an appeal of the Vendor's qualifications.

Send appeal to: Commission on Human Relations, Attention: Terri Villa-McDowell
320 West Temple Street, Suite 1184, Hall of Records
Los Angeles, CA 90012

The department will notify the Vendor, in writing, of the final decision on the appeal. Such notification will explain the basis for the decision. The department's decision on any appeal shall be final.

ATTACHMENT A

PRINCIPAL OWNER INFORMATION FORM

Los Angeles County Code Chapter 2.200 establishes the Los Angeles County Child Support Compliance Program. This Program requires the County to provide certain information to the District Attorney concerning its employees and business licensees. It further requires that bidders or proposers for County contracts provide directly to the District Attorney information concerning their "Principal Owners," that is, those natural person who own an interest of 10 percent or more in the Contractor. For each "Principal Owner," the information which must be provided to the District Attorney is: 1) the Principal Owner's name, 2) his or her title, and 3) whether or not the Contractor has made a payment of any sort to the Principal Owner.

IN ORDER TO COMPLY WITH THIS REQUIREMENT, COMPLETE THIS FORM AND SUBMIT IT DIRECTLY TO THE DISTRICT ATTORNEY AT THE ADDRESS OR FAX NUMBER SHOWN BELOW ON OR BEFORE THE DATE YOU SUBMIT A BID OR PROPOSAL TO A COUNTY DEPARTMENT. MAINTAIN DOCUMENTATION OF SUBMISSION. SOLE PRACTITIONER MEMBERS OF AN ASSOCIATION MUST COMPLETE AND SUBMIT INDIVIDUALL FORMS.

In addition, bidders or proposers must certify to the soliciting County department that they are in full compliance with the program requirements by submitting the Child Support Compliance Program Certification along with the bid or proposal.

To: District Attorney Bureau of Family Support Operations
Special Projects
P. O. Box 911009
Los Angeles, CA 90091-1009
FAX: (323) 869-0634

Telephone: (323) 832-7277 or (323) 832-7276

Contractor or Association Name as Shown on Bid or

Proposal: _____

Contractor or Associated Member name, if Contractor is an

Association: _____

Contractor or Associated Member

Address: _____

Telephone: _____ **FAX:** _____

County Department Receiving Bid or

Proposal: _____

Type of Goods or Services To Be

Provided: _____

Contract or Purchase Order No. (if

applicable): _____

Principal Owners: Please check appropriate box. If box I is checked, no further information is required. Please sign and date the form below.

- I. ☐ No natural person owns an interest of 10 percent or more in this Contractor.
- II. ☐ Required principal owner information is provided below. (Use a separate sheet if necessary.)

<u>Name of Principal Owner</u>	<u>Title</u>	<u>Payment Received From Contractor</u>
1) _____ [NO]	_____	[YES]
2) _____ [NO]	_____	[YES]
3) _____ [NO]	_____	[YES]

I declare under penalty of perjury that the foregoing information is true and correct.

By: _____ Date: _____
 (Signature of a principal owner, an officer, or manager for submission of the bid or proposal to the County.)

(Print Name)

(Print Title/Position)

CHILD SUPPORT COMPLIANCE PROGRAM CERTIFICATION

Los Angeles County Code Chapter 2.200 establishes the Los Angeles County Child Support Compliance Program. This Program requires the County to provide certain information to the District Attorney concerning its employees and business licensees. It further requires that bidders or proposers for County contracts submit certifications of Program compliance to the soliciting County department along with their bids or proposals. (In an emergency procurement, as determined by the soliciting County department, these certifications may be provided immediately following the procurement.)

IN ORDER TO COMPLY WITH THIS REQUIREMENT, COMPLETE THIS FORM AND SUBMIT IT DIRECTLY TO THE SOLICITING COUNTY DEPARTMENT ALONG WITH YOUR BID OR PROPOSAL. IN ADDITION, PROVIDE A COPY TO THE DISTRICT ATTORNEY AT THE ADDRESS OR FAX NUMBER SHOWN BELOW. SOLE PRACTITIONER MEMBERS OF AN ASSOCIATION MUST COMPLETE AND SUBMIT INDIVIDUAL FORMS.

I, (print name as shown in bid or proposal) _____, hereby submit this certification to the (County department) _____, pursuant to the provisions of County Code Section 2.200.060, and hereby certify that (contractor or association name as shown in bid or proposal) _____, an independently-owned or franchiser-owned business (circle one), located at (contractor or, if an association, associated member address) _____

is in compliance with the Los Angeles County's Child Support Compliance Program and has met the following requirements:

- 1) Submitted a completed Principal Owner Information Form to the District Attorney Bureau of Family Support Operations;
- 2) Fully complied with employment and wage reporting requirements as required by the Federal Social Security Act (42 USC Section 653a) and/or California Unemployment Insurance Code Section 1088.5 and will continue to comply with such reporting requirements;
- 3) Fully complied with all lawfully served Wage and Earnings Withholding Orders or District Attorney Notices of Wage and Earnings Assignment, pursuant to Code of Civil Procedure Section 706.031 and Family Code Section 5246(b) or pursuant to applicable provisions of the Uniform Interstate Family Support Act, and will continue to comply with such Orders or Notices.

I declare under penalty of perjury that the foregoing is true and correct.

Executed this _____ day of _____
(Month and Year)

at: _____

(City/State)

(Telephone No.)

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“Sample References & Certification Form”

1. Name of Reference: _____

Nature of Relationship: _____

Dates of employment: _____

Address: _____

Phone: _____ email: _____

2. Name of Reference: _____

Nature of Relationship: _____

Dates of employment: _____

Address: _____

Phone: _____ email: _____

3. Name of Reference: _____

Nature of Relationship: _____

Dates of employment: _____

Address: _____

Phone: _____ email: _____

Sample certification of production of sample materials submitted with this RFP:

I certify that the marketing materials submitted for consideration in this RFP were produced wholly or in substantial part by me, or under my direction. If I did only some portion of the development of any sample submitted, I have noted my involvement as noted below.

(Name of Sample) I did the following:

(Name of Sample) I did the following:

Signature

Date: